

Rep Order# 6864346 Ver# 3 Mod# 0 Status Confirmed

Traffic Order# 214827

Last Received: 10/16/2012 1:10 PM
Showing Buylines: All Lines

1 of 3

Station WISH-TV INDIANAPOLIS, IN
Advertiser () CENTER FORWARD
Product ISSUE #2080
Estimate# 2080
Buyer MIKE FURMAN
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 96/102/2080
Flight Dates 10/17/2012 - 10/24/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---
SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	W-F,M-TU	5A-530A	NEWS	:30	\$250.00	10/17-10/23	1	1	1	\$250.00	
	2	W-F,M-TU	530A-6A	NEWS	:30	\$450.00	10/17-10/23	1	1	1	\$450.00	
	3	W-F,M-TU	6A-7A	NEWS	:30	\$650.00	10/17-10/23	1	1	1	\$650.00	
	4	W-F,M-TU	7A-8A	EARLY SHOW	:30	\$500.00	10/17-10/23	1	1	1	\$500.00	
	5	W-F,M-TU	8A-9A	EARLY SHOW	:30	\$150.00	10/17-10/23	1	1	1	\$150.00	
	6	W-F,M-TU	10A-11A	LET'S MAKE A DEAL	:30	\$400.00	10/17-10/23	1	1	1	\$400.00	
	7	W-F,M-TU	11A-12P	THE PRICE IS RIGHT	:30	\$750.00	10/17-10/23	1	1	1	\$750.00	
	8	W-F,M-TU	12P-1230P	NEWS	:30	\$900.00	10/17-10/23	1	1	1	\$900.00	
	9	W-F,M-TU	2P-3P	THE TALK	:30	\$600.00	10/17-10/23	1	1	1	\$600.00	
	10	W-F,M-TU	3P-4P	RACHEL RAY	:30	\$300.00	10/17-10/23	1	1	1	\$300.00	
	11	W-F,M-TU	4P-5P	ANDERSON	:30	\$300.00	10/17-10/23	1	1	1	\$300.00	
	12	W-F,M-TU	5P-530P	NEWS	:30	\$900.00	10/17-10/23	1	1	1	\$900.00	
	13	W-F,M-TU	530P-6P	NEWS	:30	\$900.00	10/17-10/23	1	1	1	\$900.00	
	14	W-F,M-TU	6P-630P	NEWS	:30	\$900.00	10/17-10/23	1	1	1	\$900.00	

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Advertiser	() .CENTER FORWARD		3050 K ST NW	Sales Office	() KATE BRADY
Product	ISSUE #2080		WASHINGTON, DC 20007	Salesperson	
Estimate#	2080		Agency C/P1/P2/E		
Buyer	MIKE FURMAN		96/102/2080	Salesperson Phone#	215-567-6005
Phone#			Flight Dates	Salesperson FAX#	215-567-5938
Fax#			10/17/2012 - 10/24/2012		
			Hiatus Weeks		

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	15	W-F,M-TU	630P-7P	CBS EVENING NEWS	:30	\$1,500.00	10/17-10/23	1	1	1	\$1,500.00	
	16	SU	6P-7P	NEWS	:30	\$800.00	10/21-10/21	1	1	1	\$800.00	
	17	W-F,M-TU	7P-730P	INSIDE EDITION	:30	\$850.00	10/17-10/23	1	1	1	\$850.00	
	18	W-F,M-TU	730P-8P	E.T.	:30	\$900.00	10/17-10/23	1	1	1	\$900.00	
	19	TU	10P-11P	VEGAS	:30	\$2,600.00	10/23-10/23	1	1	1	\$2,600.00	
	20	SA	10P-11P	48 HOURS	:30	\$1,000.00	10/20-10/20	1	1	1	\$1,000.00	
	21	W-F,M-TU	11P-1135P	NEWS	:30	\$1,500.00	10/17-10/23	1	1	1	\$1,500.00	
	22	W-F,M-TU	1135P-1235A	LETTERMAN	:30	\$500.00	10/17-10/23	1	1	1	\$500.00	
	23	W-F,M-TU	1235A-135A	LATE LATE SHOW	:30	\$175.00	10/17-10/23	1	1	1	\$175.00	
	24	SA	330P-7P	COLLEGE FB	:30	\$700.00	10/20-10/20	1	1	1	\$700.00	

---REPORT TOTALS---

Report Totals: 24 / \$18,475.00

---SALES MONTHLY TOTALS---

Oct 12:	24 / \$18,475.00	Nov 12:	0 / \$0.00
Sales Totals:	24 / \$18,475.00		
Station Totals:	24 / \$18,475.00		

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Phone#			10/17/2012 - 10/24/2012	Salesperson FAX#	215-567-5938
Fax#			Hiatus Weeks		

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$18,475	CABL	0%	WISH	100%	WNDY	0%	WRTV	0%	WTHR	0%
		WTTV	0%	WXIN	0%						

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books	null
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

Spot Manager: All, 10/17/12-10/24/12

Station	Advertiser	Product	Estim	Order Inventory	Descript	Time Period	Length	Date	Air Time	Inv. Code	Placed	Rate	Ad-ID	Priority
Alt Order #: 06864346														
WISH	POL/Center Forward	ISSUE	2080	Daybreak @ 5am		5-530a	:30	10/17/12	5:19:20 AM Daybreak @ 5am			\$250.00	CF12IN03TH	P3
WISH	POL/Center Forward	ISSUE	2080	Price Is Right		1058-12p	:30	10/17/12	11:29:11 AM Price Is Right			\$750.00	CF12IN03TH	P1
WISH	POL/Center Forward	ISSUE	2080	Rachael Ray		258-4p	:30	10/17/12	3:35:20 PM M-F 3p-4p			\$300.00	CF12IN03TH	P3
WISH	POL/Center Forward	ISSUE	2080	Anderson Cooper		357-5p	:30	10/17/12	4:30:42 PM M-F 4p-5p			\$300.00	CF12IN03TH	P3
WISH	POL/Center Forward	ISSUE	2080	CBS Evening News		630-7p	:30	10/17/12	6:28:41 PM News 8 @6			\$1,500.00	CF12IN03TH	P1
WISH	POL/Center Forward	ISSUE	2080	Late Late Show		1237a-137a	:30	10/17/12	1:24:20 XML Late News 8 Show			\$175.00	CF12IN03TH	P2
WISH	POL/Center Forward	ISSUE	2080	CBS This Morning @7a		7-8a	:30	10/18/12	6:59:26 AM Daybreak @ 6			\$500.00		P3
WISH	POL/Center Forward	ISSUE	2080	News 8 @5p		5-530p	:30	10/18/12	5:27:00 PM News 8 @5			\$900.00		P2
WISH	POL/Center Forward	ISSUE	2080	David Letterman		1135p-1237a	:30	10/19/12	David Letterman			\$500.00		P3
WISH	POL/Center Forward	ISSUE	2080	Daybreak @530am		530-6a	:30	10/19/12	5:51:23 AM Daybreak @ 530an			\$450.00		P3
WISH	POL/Center Forward	ISSUE	2080	The Talk		2-3p	:30	10/19/12	2:28:56 PM The Talk			\$600.00		P1
WISH	POL/Center Forward	ISSUE	2080	Saturday 10-11p		958-11p	:30	10/20/12	Sat Hour 3			\$1,000.00		P3
WISH	POL/Center Forward	ISSUE	2080	NCAA Football		(3:30:00 PM-7:00	:30	10/20/12	4:07:22 PM NCAA Football			\$700.00		P2
WISH	POL/Center Forward	ISSUE	2080	News 8 Weekend/Sunday		558-7p	:30	10/21/12	News 8 Weekend/S			\$800.00		P1
WISH	POL/Center Forward	ISSUE	2080	Noon News		1158a-1230p	:30	10/22/12	Noon News			\$900.00		P1
WISH	POL/Center Forward	ISSUE	2080	Entertainment Tonight		728-8p	:30	10/22/12	M-F 730-8p			\$900.00		P2
WISH	POL/Center Forward	ISSUE	2080	Inside Edition		658-730p	:30	10/22/12	M-F 7-730p			\$850.00		P2
WISH	POL/Center Forward	ISSUE	2080	News 8 @6		558-630p	:30	10/22/12	News 8 @6			\$900.00		P2
WISH	POL/Center Forward	ISSUE	2080	Daybreak @ 6		558-7a	:30	10/22/12	6:35:10 AM Daybreak @ 6			\$650.00		P2
WISH	POL/Center Forward	ISSUE	2080	CBS This Morning @8		8-9a	:30	10/23/12	CBS This Morning			\$150.00		P3
WISH	POL/Center Forward	ISSUE	2080	Let's Make A Deal		958-11a	:30	10/23/12	Let's Make a Deal			\$400.00		P2
WISH	POL/Center Forward	ISSUE	2080	News 8 @ 530p		530-6p	:30	10/23/12	News 8 @530			\$900.00		P2
WISH	POL/Center Forward	ISSUE	2080	Tuesday 10-11p		958-11p	:30	10/23/12	10:30:57 PM Tue Hour 3			\$2,600.00		P2
WISH	POL/Center Forward	ISSUE	2080	News 8 @ 11 M-F		11-1135p	:30	10/23/12	11:24:57 PM LN M-F			\$1,500.00		P2
												\$18,475.00		
												\$18,475.00		

[Filtered by:] [Sorted by: Alt Order #]

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Maura Guroy

do hereby request station time concerning the following issue:

Carter Forward

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	AS ORDERED				

Total Charges:

This broadcast time will be used by: Carter Forward

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Curt Smith Executive Director

Curt Edwards 1317 F St NW 6th FL WDC 20004

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

9/5/12 [Signature] 202-813-4853
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any
Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS ORDERED					

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.